

**Marketing  
Sales Management****Course Code # 5018****½ Credit \_\_\_\_\_ 1 Credit \_\_\_\_\_ 2-3 Credits \_\_\_\_\_**

School Year \_\_\_\_\_

Term: \_\_\_\_ Fall \_\_\_\_ Spring

Standards to be completed for ½ credit are identified by one asterisk(\*).  
Additional standards to be completed for 1 credit are identified by two asterisks (\*\*). A work-based component for 2-3 credits is identified by three asterisks (\*\*\*)

Student:	Grade:
Teacher:	School:
# of Competencies in Course: ½ credit = 23, with Work-Based Learning = 27, 1 credit = 35, With Work-Based Learning = 39	
# of Competencies Mastered:	
% of Competencies Mastered:	

**\*Standard 1.0 The student will examine the interrelationships between economic and marketing concepts and selling.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
1.1	Examine the function of selling in the national economy			
1.2	Determine economic indicators that affect selling			
1.3	Evaluate the impact of the international economic climate and international trade on selling			

**\*Standard 2.0 The student will analyze customer/client behavior in the selling process.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
2.1	Examine the various characteristics of customer/clients			
2.2	Examine the five stages of the customer buying process			
2.3	Evaluate the impact of the selling process on the customer buying process			
2.4	Determine the difference between consumer selling and industrial selling			

**\*Standard 3.0 The student will evaluate selling techniques**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
3.1	Identify the steps of a sale and techniques used in the selling process			
3.2	Obtain and analyze product and service information to facilitate the selling process			
3.3	Compare and contrast types of selling (telemarketing, electronic, etc.)			
3.4	Distinguish the steps of a sale and sales techniques needed to sell tangible versus intangible			

**\*Standard 4.0 The student will analyze strategies that build and maintain customers/clients loyalty.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
4.1	Examine the use and impact of prospecting on selling			
4.2	Evaluate the importance of maintaining customer/client goodwill and loyalty			

**\*\*Standard 5.0 The student will analyze and evaluate legal, moral, and ethical issues affecting selling and sales management.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
5.1	Identify the legal aspects of sales contracts and warranties			
5.2	Evaluate the legal aspects of standardization, grading, and labeling products			
5.3	Examine the legal aspects pertaining to advertising			
5.4	Analyze the legal aspects related to pricing			
5.5	Analyze ethical responsibilities in relationships with sales personnel, customer/clients, competitors and vendors			

**\*\*Standard 6.0 The student will analyze the non-selling tasks of a sales staff and management.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
6.1	Analyze the duties of sales staff and management			
6.2	Assess the responsibilities of building, training, and evaluating a sales staff			

6.3	Examine methods of compensation for a sales staff		
-----	---	--	--

**\*\*Standard 7.0 The student will identify the technological influences in sales.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
7.1	Analyze advancements in technology and their impact on professional selling			
7.2	Examine the role of government control and regulation of technology			

**\*\*Standard 8.0 The student will identify and appraise career opportunities in selling and sales management.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
8.1	Discuss professional selling career opportunities			
8.2	Evaluate the educational and technological skills required of professional sales staff and management			

**\*Standard 9.0 The student will demonstrate organizational and leadership skills.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
9.1	Demonstrate knowledge of DECA			
9.2	Utilize critical thinking, decision making, and problem solving skills			
9.3	Identify and develop personal characteristics needed in leadership situations			

**\*Standard 10.0 The student will understand the importance of academic integration in the area of sales management.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
10.1	Utilize proper grammar and writing skills			
10.2	Utilize effective verbal communication skills			
10.3	Utilize math formulas in selling			
10.4	Assess how mathematical/accounting principles are utilized in selling			
10.5	Utilize graphs to illustrate quantitative data			
10.6	Assess economic principles that influence selling			
10.7	Examine government regulations imposed on business			

**\*\*\*Standard 11.0 The student will demonstrate sales management principles in a work-based learning experience.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
11.1	Apply principles of selling to a work-based situation			
11.2	Integrate time management principles in organizing his/her schedule to include school, work, social and other activities			
11.3	Evaluate and apply principles of ethics as they relate to the work-based experience			
11.4	Employ the principles of safety to the work-based experience			

Additional comments:

---